

LOW AUTHENTICATION PROMOTION ALGORITHM AND CIRCUIT BREAKER

ABSTRACT OF THE DISCLOSURE

A redemption system for use with Low Authentication Promotion (LAP) programs. The redemption system includes a method for use with a network promotion system. The network promotion system provides awards to consumers for participation in promotion programs. The method performs steps of receiving award transaction information describing awards earned by consumers for participation in promotion programs, maintaining an award history database that contains the award transaction information, receiving a request from a consumer to redeem at least a portion of the awards earned by the consumer, and determining a level of consumer authentication required from the consumer to redeem the at least a portion of the awards, wherein the level of consumer authentication is determined from the award transaction information maintained in the award history database.

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